

## **EXHIBIT 6**

**Sent:** Sun, 15 May 2022 7:02:10 PM (UTC)  
**Subject:** Gabby - Presentation for Glazzio Commercial  
**From:** Ralph Sacher <Ralph@glazziotiles.com>  
**To:** David Deutsch <David@glazziotiles.com>; Issac Deutsch <issac@glazziotiles.com>; Gabrielle vonRumpf <gvonrumpf@me.com>;

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Ralph S is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

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Meeting ID: 840 1626 6107

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One tap mobile

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**Date:** Wed, 18 May 2022 5:08:08 PM (UTC)  
**Subject:** Glazzio Commercial  
**From:** Gabrielle vonRumpf <gvonRumpf@tilebar.com>  
**To:** Glazzio Tile - Glazzio Tile (ralph@glazziotiles.com) <ralph@glazziotiles.com>;  
**Attachments:** Glazzio Commercial 2022.pdf

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## AGENDA

- 45-Days Targets
- 90-Days Targets
- 120-Days Targets
- Commercial Investment 1<sup>st</sup> Year
- Takes 3 Years to Build Commercial Pipeline



## 45-DAY TARGETS

### ONBOARDING

- HR Items
- Company Culture
- Tech
- Personnel

### PRODUCT DEVELOPMENT

- Audit current capabilities (commercial product, storage and logistics, project management, customer service)

### MARKETING ASSETS

- Establish sample process
- Website design starts
- Branding assets created and ordered (shipping boxes, sell sheets)

### SALES MANAGEMENT

- Establish sales strategy with target markets (Tall Grass Prairie)
- Establish target customer segments
- Territory division between trade and wholesale outlined
- Forecasting for additional hires, sales, and marketing
- Job description for new hires in sales and marketing
- CRM and projects, sample tracking & data collections
- Build projected monthly budget for sales staff
- Expense report model established



## 90-DAY TARGETS

### ONBOARDING

- Hire RSM \$80,000
- Hire 2 sales representatives with growth plan, salary \$90,000 5% commission
- Hire fulltime marketing coordinator \$85,000.

### PRODUCT DEVELOPMENT

- Develop specific pricing programs for target customer
- LVT partnership
- Thin slab partnership
- Countertop partnership
- Solidify and continue to establish sourcing relationships
- Select freight companies

### MARKETING ASSETS

- Web design near completion
- Target customer brochure
- Customer product presentations

### SALES MANAGEMENT

- Implement sales plan
- Implement marketing plan
- Implement CRM project and sample tracking (Monday.com)
- Monthly sales meeting
- Industry research resources (i.e., Dodge Report)
- Design pricing matrix for staff
- Develop specific pricing programs



## 120-DAYS TARGETS

### ONBOARDING

- New representatives onboard
- Territories have been established
- Reps/Gabby begin traveling to target markets for sales and brand awareness
- Begin development of sourcing department

### PRODUCT DEVELOPMENT

- Product arriving from factory
- Sampling is put to the test
- Review new factory options

### MARKETING ASSETS

- New Glazzio Surfaces website working
- Marketing assets are arriving
- Website up and running

### SALES MANAGEMENT

- CRM tracking system up and running
- Monthly sales meeting
- Partnering with USA factory to bring customers on tours



## Commercial Investment 1<sup>ST</sup> Year

<b>Commercial Team</b>	
VP Commercial	250,000.00
VP Brand	200,000.00
Lead RSM	80,000.00
Assistance VP Brand	85,000.00
Sales Representative	90,000.00
Sales Representative	90,000.00
CRM	1,000.00
<b>Product</b>	
Product Investment	200,000.00
Sampling	35,000.00
<b>Marketing</b>	
Website	50,000.00
Brand Assets	30,000.00
<b>Travel</b>	
VP Commercial	60,000.00
Sales Representative	48,000.00
Sales Representative	48,000.00
<b>Total</b>	<b>1,267,000.00</b>

*Takes 3 Years to Build Commercial Pipeline*

Capture Sales Now	
Relationship	\$600,000.00
VE opportunity	\$250,000.00
Fast track PO	\$100,000
Total	\$950,000.00

